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1947-1948 SPECIALIST'S **WHOLESALE CATALOGUE**

Fuchsias • Geraniums • Pelargoniums



The sensational JUNGLE NIGHT — see page 3

SCHMIDT NURSERY

308 CHESTNUT AVENUE

•

PALO ALTO, CALIFORNIA

ABOUT WORD PICTURES



We are giving our own description of each variety. For many collectors it is all too brief, and while we try to give an honest word picture, we are not infallible when it concerns color descriptions. Also, IT SHOULD BE CLEARLY UNDERSTOOD that cultural conditions (weather, exposure to sun, type of soil, fertilizers, water, etc.) and time of year influence many Pelargoniums, especially the Lady Washington group, to such a degree that there will be found considerable variation in size, shape, coloring and abundance of flowers and habit of growth, not only with



GAY NINETIES

A ruffled sparkling beauty . . . see page 4



WALTZTIME

Gayest, ruffliest, orchid lavender . . . see page 5

certain varieties or within one variety, but even in an individual plant.

Please remember this when you find that your mind-picture of our word-picture disagrees with the actual picture of the plant in bloom.

These comments apply not only to Lady Washington Geraniums, but also to Garden and Ivy Geraniums—and Fuchsias.

LADY WASHINGTON GERANIUMS

Also known as Show, Fancy or Martha Washington Geraniums, and often as just plain Pelargoniums. Botanically, *Pelargonium domesticum* varieties.

1948 INTRODUCTIONS

ALICE EASTWOOD (Schmidt)—Illustrated on page 4. Resembles Faiss Triumph in form and color. Beautiful soft rosy pink, lower petals with two short dark stripes at the base, top petals slightly deeper colored and veined from base to the medium-sized deep velvety red spot in petal center. All petals heavily waved. Medium bushy growth, good foliage, free flowering. Features large umbels of large flowers.

PRAIRIE FIRE (Schmidt)—Illustrated on page 6. Resembles Prince Charming in flower form. Soft pink, lower petals conspicuously veined deep brown and flushed salmon-orange; top petals heavily veined, overlaid with deep velvety brown-black in center, flushed and surrounded orange-salmon to the pink border. Medium tall grower, free flowering, large flowers. Remarkable for its "flame-like" coloring.

WHOLESALE PRICES for ALICE EASTWOOD and PRAIRIE FIRE, 2½" POTS

Less than 5 of one variety.....each	\$1.00	25 or more of one variety.....each	\$.50
5 plants of one variety.....each	.80	100 or more of one variety.....each	.45
10 plants of one variety.....each	.65		

MINIMUM RETAIL PRICES for Alice Eastwood and Prairie Fire for the full year of 1948: 2½" pots, **\$1.00** each; plants in 4" pots, **\$1.50** each.

JUNGLE NIGHT

JUNGLE NIGHT (Brown)—Illustrated on Front Cover less than natural size. Although a few were sold at retail by the originator in 1946, and just a few at \$5.00 each by them and by us in 1947, it is still practically unobtainable anywhere. With the originator's O. K. we are offering Jungle Night at wholesale, with the purchaser's understanding that the retail price for 1948 is kept at a minimum of \$2.00 each (even for a 2½" pot plant).

JUNGLE NIGHT—Reddish buds darken to black and open to large flowers of deepest maroon, overlaid velvety black, with a medium large velvety black petal center. Petals waved and curled. Strong upright grower, large light green leaves, three to five flowers per umbel, long blooming season. Not as black as the picture on the Front Cover shows—actually, there is much deep wine or burgundy red towards the petal borders of the fully expanded flower. However, it does get very dark and large, is very rare, and has a tremendous attraction for Pelargonium fanciers.

WHOLESALE PRICES OF JUNGLE NIGHT—STRONG 2½" POT STOCK

Less than 5 plants.....each	\$2.00	25 or more plants.....each	\$.85
5 or more plants.....each	1.60	100 or more plants.....each	.75
10 or more plants.....each	1.20		

Minimum Retail Price for JUNGLE NIGHT for the full year of 1948 is **\$2.00** each.

TWO NEW "BLACK" NOVELTIES

Together with Jungle Night, the following two varieties are part of a new line of dark pelargoniums in which the ground color is deep red rather than violet or purple, as in most of the dark varieties in gardens at present.

These new black pelargoniums are the result of years of selecting and hybridizing work by Lowell H. and Waverley S. Brown, sons of Mrs. Amanda Brown, one of the first of pioneer pelargonium specialists in California. This is the first time they have been offered at wholesale.

MARY B. QUINLAN (Brown)—Reddish buds darken to black and open to medium-sized flowers of deepest wine red, heavily overlaid black velvet, particularly deep at petal center. Waved petals, darker than Red Velvet or Jungle Night but smaller flower than those two. Medium bushy growth, thin stems, small leaves, not many flowers per umbel, but very free flowering. A fine novelty pot-plant variety. Very scarce.

RED VELVET (Brown)—Black buds open to flowers of deep wine red, overlaid velvety black, veined black from base to the large velvety-black blotch in petal center. All petals waved, redder than Mary B. Quinlan and Jungle Night, a better shaped flower, in size between them. Good grower, free blooming. Many Pelargonium fans like Red Velvet because the redder color gives it a livelier appearance. Be sure to try Red Velvet—it will sell itself. Very scarce.

Mary B. Quinlan and Red Velvet priced on next page.

WHOLESALE PRICES OF MARY B. QUINLAN AND RED VELVET—2½" POTS

Less than 5 plants of one variety.....each	\$1.50	25 or more of one variety.....each	\$.75
5 plants of one variety.....each	1.20	100 or more of one variety.....each	.65
10 plants of one variety.....each	.95		

The **Minimum Retail Price** for Mary B. Quinlan and Red Velvet for the full year of 1948 has been established at **\$1.50** each. Described on preceding page.

1947 INTRODUCTIONS AND OTHER OUTSTANDING VARIETIES

BALLERINA—Pastel or shell pink, apricot undertone especially under glass, top petals veined from base to center spot of crimson. Strong, spreading grower, large umbels of large ruffled flowers, very free flowering. Tops in ruffled soft pinks—a real best seller.

GAY NINETIES (Schmidt, 1947)—Glistening white, small elongated rosy spot in lower petals, top petals heavily veined at base and radiating from large center blotch of glowing raspberry rose. Large round flower, all petals waved. Large umbels, free flowering. A grand pot plant variety, Gay Nineties is a ruffled, sparkling beauty with lots of customer appeal.

HARRIETTE—Crimson, prominently veined maroon black, all petals overlaid deep velvet at center, edged with a narrow rose-lilac border. Low, bushy grower, medium sized flowers, early blooming. An outstanding pot plant pelargonium.

JARRETT'S MOONBEAM—White, small violet pin stripes in lower petals, two top petals feathered from base to the medium-sized velvety black blotch, washed crimson. Strong grower, large flowers in big umbels. Not only one of the late Mrs. Jarrett's best, but one of the finest of all Pelargoniums.

JOHN WINTERMUTE—Deep raspberry rose, overlaid rich maroon, darker veinings. Large flowers, petals waved and arranged in pin-wheel fashion. Probably the longest lasting flowers (for corsage and cut flowers) of the entire Lady Washington group. Remarkable color—sells itself.

LITTLE RASCAL (Schmidt, 1947)—The first modern contribution to the floriferous Pansy Pelargonium class. Resembles Earliana, but has clearer coloring, better habit of growth, and healthier foliage. Palest lilac, deeper veins, top petals with velvety maroon-black blotch, washed rosy violet towards lilac border. Blooms early and in greatest profusion, even in small pots. As easily grown as an ordinary geranium.

O. HOMER BRYAN—Large round flowers of an unusual shade of orange-washed rose red, two top petals veined and blotched velvety black. Medium growth, free flowering. Bold, colorful variety. Sells readily.



Lovely ALICE EASTWOOD — See page 3

QUEEN OF HEARTS—Lower petals an attractive shade of deep rosy red, without markings; top petals deeper colored and with a large velvety black blotch, slightly flushed orange at edge of blotch. Medium large flowers, medium umbels, long blooming season. Low bushy growth. Showy red pot plant variety, particularly fine in partial shade or under glass. Highly recommended for retail trade—a best seller.

PEGGY CRADDOCK—Not new, but one of the best low, bushy pot-plant varieties. Large round, flat flowers of even soft silvery pink, symmetrically marked in all petals with a few deep crimson veins near the base. Blooms freely.

VAGABOND (Schmidt, 1947)—Deepest maroon, overlaid with an almost black velvety sheen, finest line of rosy-lilac edges each petal. White at very center of flower, all petals washed rosy lilac near base, reverse of petals silvery white. Tall grower with light green

foliage. Long-lasting flowers, petals overlapping in pinwheel fashion, waved and fluted. Much admired, especially when used as a distinctive cut or corsage flower.

WALTZTIME (Schmidt, 1947)—Beautifully ruffled cattleya-orchid, no markings in lower petals,

two top petals veined deep violet from base to the small blotch of velvety violet in petal center. Strong upright grower, very free flowering, long blooming season. Because of the large ruffled flowers held well above the foliage, Waltztime proved to be our best selling 1947 introduction. Be sure to try it.

WHOLESALE PRICES of Ballerina, Gay Nineties, Harriette, Jarrett's Moonbeam, John Wintermute, Little Rascal, O. Homer Bryan, Queen of Hearts, Peggy Craddock, Vagabond and Waltztime. STRONG 2½" POT STOCK:

Less than 5 plants, one variety.....	\$.75	25 or more of one variety.....each	\$.35
5 plants of one variety.....each	.60	100 or more of one variety.....each	.30
10 plants of one variety.....each	.50		

RETAIL PRICE for 1948: Plants in 2½" pots, **75c** each; plants in 4" pots, **\$1.00** each.

1946 INTRODUCTIONS AND OTHER FINE VARIETIES

DARK SPRINGTIME—Rose red, softening to orchid towards the large white center, petals bordered white. Large umbels of ruffled flowers, free flowering. A fine red form of the well-known Springtime.

DUCHESS OF KENT—Lower petals pure white, waved; top petals white, slightly feathered at base and with very small mark of pale mallow-purple, ruffled edges. Vigorous, tall, very large flowers. Probably the finest ruffled white. Very popular—we never have enough stock.

EMPRESS OF RUSSIA—Rose maroon, each petal with very dark center and narrow white margin. Color varies considerably. Tall grower, and although an old variety it is so different that each year the demand exceeds the supply.

IRENE RITCHIE—Light pink, flushed salmon, top petals veined deep red to medium blackish blotch, rest of petal heavily flushed orange-salmon to the narrow salmon pink border. Strong, spreading grower, large loose flowers, beautiful under glass or in part shade.

LUCY ANN LESLIE (syn. Lady Leslie)—Lovely pink, top two petals heavily veined from base to the medium-sized velvety crimson blotch. Large round flowers on good-sized umbels. Wonderful seller.

MARY ELIZABETH—Soft salmon rose, lighter towards center, top petals barely marked near base. Strong upright grower, free blooming. Deeper colored and broader petaled than Salmon Queen. Outstanding garden variety.

PEACH BLOW—Palest peach or orchid, light at edge of petals, each petal veined deep crimson from base to the round red blotch in center. Blotch flushed and surrounded light violet rose. Medium bushy grower, large flowers. Quite distinct in color.

PEARLY QUEEN—White, with a faint blush flush, two top petals veined red from base to the small velvety deep red spot in petal center. Compact, bushy grower, with large, beautifully ruffled flowers. Fine for pot culture.

PINK CHARM—Lower petals soft pink, light at throat, top petals veined from base to the medium-sized velvety dark brown blotch, rest of top petals overlaid and flushed orange and salmon. Medium bushy grower, flowers are ruffled.

RHAPSODY—Salmon-flushed pink, light center, and velvety crimson in top petals, all petals waved and fluted. Large umbels of bold flowers. Although a rather tall grower, Rhapsody has such beautiful flowers that it is a real top seller. It is the finest tri-color variety.

SALMON SPRINGTIME—More red than salmon, white near center, top petals veined and with medium velvety crimson blotch, the whole flower attractively flecked with irregular white spots. Strong, upright grower, free flowering, with large umbels of ruffled flowers. Highly recommended.

SALMON SPLENDOR—This 1946 introduction is best described as a larger, "pinker" toned Grossmama Fischer. Large round flowers, petals waved. Strong bushy growth, particularly fine under glass.

STARDUST—Palest lilac of a shimmering, frosty quality. Top petals heavily veined rose violet from base to medium-sized blotch of deepest velvety violet, flushed rose. Strong grower, with Rhododendron-like umbels of very large flowers. Especially fine under glass or in part shade.

SCHONE ILLA (syn. Schone Ellen, Shon Illa, etc.)—Distinctive shade of shell pink, orchid undertone, top petals veined and blotched deep crimson and rose red. Strong, bushy grower, with large umbels of medium-large ruffled flowers. Delicate coloring.

VIDA BURKE—Lower petals rosy pink with deeper mark down center; top petals heavily veined from base to velvety brown-black

blotch, rest deep rose pink, flushed orange. Good grower, noted for the very large showy flowers.

OTHER FINE VARIETIES UNDER THIS HEADING include: BEVERLY FABRETTI, low rose red; CHALEE, distinct white and mallow; CITY OF OAKLAND, large white; EL DORADO, light

orange shades; HELEN BEEBEE, classy dark colors; INDIAN DAWN, fine large umbels; LILAC LUSTER, soft lilac; MARY MONICA, salmon pink, large umbels; NELL BERTRAM, favored dark colors; ROYAL ROBE, tall, dark; SHANGRI-LA, apricot-salmon beauty; VALENTINE GIRL, soft apricot pink.

WHOLESALE PRICES for all the varieties listed above, under the heading 1946 INTRODUCTIONS AND OTHER FINE VARIETIES, strong 2½" pot plants:

Less than 5 plants of one variety.....each \$.50	5 or more of one variety.....each .35
10 or more of one variety.....each \$.25	



Flamelike PRAIRIE FIRE — See page 3

STANDARD VARIETIES

This is the popular low-priced Best Seller group. If you have never grown Pelargoniums, or if you had poor sales with the varieties you did have, be sure to try a few of the varieties listed below. Year in and year out, they are the good old reliables.

They are priced at **only \$17.50 per 100**, wholesale in lots of at least five plants of one variety, strong stock in 2½" pots. Pot them into 4" pots on arrival and you will have little trouble selling them at retail for 75c or more when in bud or bloom. You may order as few or as many varieties as you need, each variety in lots of five **or more** plants.

AZALEA—Lower petals medium pink, top petals rosy red with elongated brown-black blotch, salmon flush. Medium bushy growth, large umbels, large flowers, early blooming.

BEVERLY HILLS—Shiny cattleya orchid, top petals veined to medium sized deep violet blotch. Strong upright grower, much like the old German Glory.

CHICAGO MARKET—Rosy orchid, deeper toward center, red blotches in top petals. Low bushy growth, flowers in large round umbels. Fine for pots.

DELIGHT—White to pale blush, large maroon-black blotch in each petal, blotch surrounded by rose red. Free flowering, long blooming season, large flowers.

DIENER'S NO. 33—Orchid lavender or rosalane purple; all petals feathered, upper two with blotch of violet purple. Strong spreading grower, distinct coloring.

FIESTA LADY—Bright cerise rose, orange flush, white center and white line bordering each petal. Top petals veined, have black blotch. Round ruffled flowers.

GARDENER'S JOY—White, flushed palest blush, top petals with dark red-brown blotch surrounded by rose. Upright, bushy grower, with large umbels of very large flowers.

GRAF ZEPPELIN—Pleasing salmon pink, lower petals slightly marked, top ones heavily veined from base to medium velvety dark-brown blotch, flushed orange salmon. Strong grower, large umbels of very large flowers.

GROSSMAMA FISCHER—Rich deep salmon, each petal penciled and blotched dark brownish-black. Large flowers, petals waved. In a class by itself for distinct color.

LAVENDER QUEEN—Lavender with darker spots in each petal. Long blooming season. Large umbels with many flowers open at one time. Fine for pots.

MABEL—Clear white center, rest of lower petals pink; top petals almost covered velvety brown-black, pink border. Rather tall grower, but popular because of contrast coloring.

MACKENSEN—Glowing rose pink, red mark in lower petals, veined and small crimson spot in top petals. Medium, bushy growth, large umbels of very large flowers.

MARDI GRAS (Schmidt)—White, lower petals feathered at base violet rose, top petals striped from base to near top and blotched violet rose. Vigorous, blooms freely with large flowers.

MARIE ROBER—Color varies, usually magenta purple to black. Strong upright growth, good foliage, large flowers. Top seller.

MARIE VOGEL—Red, faintly flushed salmon, dark blotches on top petals. Good grower, very large flowers with waved petals. Highly recommended as the finest red for pots or bedding.

McKAY No. 2—Deep salmon pink, orange sheen on opening, top petals veined deep red to medium blotch of dark velvety brown, flushed orange. Strong, free flowering. Attractive and popular.

MRS. LAYAL (syn. Improved Mme. Layal)—This is the famous Pansy Pelargonium. Compact

bushy growth, small leaves and medium small flowers. Blooms early, and in great profusion for a long season. A leader for pot culture.

MRS. MARY BARD—Snow white with a few mallow stripes near base of petals. Rather low, bushy habit, large flowers and long season of bloom. Tops for bedding or pots.

NEUHEIT C. FAISS—Silvery heliotrope-violet or blue-orchid with prominent elongated deep velvety violet-black blotch in each petal. Strong grower, large flowers. Very distinct coloring.

OLYMPIC (syn. Shasta, etc.)—Sometimes all petals pure white, but typical flower has lower petals pure white, top ones with a few stripes and mark of mallow. Strong, spreading grower, blooms freely, large flowers.

ONKEL RICHTER—Glistening blue-white, no markings in lower petals, two top petals veined deepest violet to spot of velvety violet. Low, stocky growth, large umbels of large flowers.

OUR FRANCES—Soft silvery rose pink, top petals with medium-sized deep velvety crimson blotch, all petals nicely waved. Medium low, bushy grower, blooms early. A top seller.

ROSE MARIE—A pink sport of Marie Vogel. Large flowers on large umbels very freely produced. A sure bloomer.

RUTH McAFEE—Apricot salmon pink, top petals with dark red blotch. Large flowers of pleasing color, long blooming season.

SANTA MONICA—Lovely soft La France pink, deep red spots in top petals. One of the earliest, with very large flowers. Popular variety.

SUE JARRETT—Well-known pink, shaded salmon, all petals marked, top ones almost covered with velvety maroon. Bushy grower, immense flowers vary in coloring.

VERA N. WATT—Deep rose pink, top petals with red spots surrounded by strawberry pink. Strong grower, large flowers over long season. One of the best for bedding.

WOLFGANG GOETHE—Deep red with a large, well-defined violet-black blotch in each petal. Tall, large flowers. A fine deep red.

ZANOBIA—Orange red, top petals veined at base to center of velvety crimson, lighter towards edges. Medium, bushy grower, medium-large flowers, petals waved. Spectacular, highly colored.

OTHER STANDARD VARIETIES available include: America, Ardith, Cecilia Kellogg, Dainty Lady, Diener's No. 33, Earl Watterson, Edith North, Flora Belle Clouse, Gerry Jarrett, Gladys Leslie, Haile Selassie, Harmony, Helen Palmer, Ida Henley, Irene Ditmer, Jessie Jarrett, Joan Fontaine, Joyce, Lady Gay, Mahogany, Mrs. Childs, Orange Tanager, Pink Gardener's Joy, Princess Maud, Red Cross, S. A. Breen, Salmon Queen, San Mateo, Sunset Magazine, Tangerine, and others.

WHOLESALE PRICE of all the varieties listed above, under the heading STANDARD VARIETIES, is only **\$17.50 per 100**, strong plants from 2½" pots, ready for 4" pots. Sold only in lots of five plants or more of a variety. You may order as few or as many varieties as you want, and just as many plants, above five, of a variety as you need.

FUCHSIAS

Listed alphabetically, each variety priced separately. Hanging Pot or Trailing varieties listed as a group following the upright varieties.

Please note that all of our Fuchsias offered here are well-rooted stock grown in 2½" pots (not 2" pots or 2¼" pots, but 2½" pots). It costs more in time, material and space to raise and ship 2½" pot Fuchsias, but it pays. You get larger, better plants that come along faster and sell earlier. Most of the plants we grow for wholesale are grown for yearly repeat orders from well-known nurseries on the coast.

Not less than five plants of a variety at wholesale.

All 15c each except where otherwise noted. These are our Best Sellers:

- ANNA**—Very large double, rose madder and carmine. Absolutely tops. **17½c.**
- AURORA SUPERBA**—Single orange peach and light apricot. Distinct coloring.
- AVE MARIA**—Best double white, but must have cool conditions. **17½c.** See also Joan of Arc, below.
- BARRINGTON**—Double white, pink flush, red sepals. Good substance, free blooming. **17½c.**
- BEAUTY OF EXETER**—Large semi-double, lighter than Anna. Tall grower, very free blooming.
- CALIFORNIA**—Single orange, pink sepals. Tall, stands sunnier location.
- CHANG**—Single brilliant orange; flesh sepals flushed red. Strong upright grower, free bloomer. Good seller. **17½c.**
- COMMANDER-IN-CHIEF**—Probably the largest red-and-purple. Tall grower.
- COUNTESS OF ABERDEEN**—Single waxy white to palest pink. Compact growing and one of the most admired smaller fuchsias. **20c.**
- CRESCENDO**—Double peony purple and turkey red, sepals red. Medium growth—brilliant coloring.
- DAINTY LADY**—Semi-double white, red sepals. Low, upright grower, free bloomer.
- DISPLAY**—Single pink, saucer-shaped corolla. Medium bushy growth, very free blooming. Top garden fuchsia.
- FASCINATION**—Large double pink, deep pink sepals. One of the finest in cooler climate.
- FLIRTATION**—Double delicate orchid, light pink sepals. Medium strong growth, floriferous. Very fine in the cool coastal sections. **20c.**
- GAY SENORITA** (Schmidt)—Single bell-shaped corolla lilac, flushed rose, long sepals rose red. Good grower, large flower, very free flowering. Popular variety.
- G. MONK**—Double blue, sepals rose. Low and bushy.
- GYPSY QUEEN**—Double rosy mauve, sepals deep red. Upright grower with enormous flowers. Can't be beat.
- HEAVENLY BLUE**—Single pale blue, reflexed sepals pale pink. Strong grower.
- HERON**—Single blue-purple, broad sepals deep red. Strong upright grower, large flowers freely produced. The best in this class.
- HOLLYDALE**—Double cattleya orchid, rosy sepals. Bushy grower, free blooming. One of the very best, specially for pots. **17½c.**
- HONEYMOON**—Double spreading corolla beautiful deep blue, red sepals. Large, free blooming. Good seller. **17½c.**
- JOAN OF ARC**—1947 introduction, double white. Taller, looser growth, and flower considered finer than Ave Maria. For the cool coastal climate. **20c.**
- LAVENDER BEAUTY**—Semi-double mauve lavender, rose sepals. Bushy growth, free blooming.
- LORD BYRON**—Single corolla almost black, scarlet sepals. Bushy plant, free blooming. One of the best for pots.
- LUCIENNE BREVAL**—Single white shading to rose, sepals waxy white, flushed pink. An aristocrat among the large fuchsias. **17½c.**
- LUCKY STRIKE**—Double blue and purple, splashed flesh pink; sepals pink. Strong bushy growth, free flowering. One of the most striking and popular.
- MAIDEN'S BLUSH**—Large double white, flushed blush, sepals pink. Bushy grower.
- MARIONETTE**—Double white, tube and sepals flushed palest rose. Medium grower, medium flowers in greatest profusion. For cool sections. **20c.**
- MELODY**—Beautiful single pale rosy lilac, upturned sepals palest rose. Strong branching growth, large flowers, free blooming. Tops in any climate.
- MISS PRIM**—1947 introduction. Large semi-double imperial purple fading to lighter shades, long carmine sepals. **17½c.**
- MRS. DESMOND**—Double "smoky" lilac, sepals rose red. Good grower, large flowers freely produced. One of the best.
- NEW FASCINATION**—Double spreading corolla soft pink, sepals red. Strong upright grower, large flowers.
- PAN AMERICA**—Double palest pink, red sepals. Tall grower, very largest flowers.

PASTEL—Single orchid, sepals light pink. Masses of pastel flowers. Sells readily.

PATTY EVANS—Double white; sepals white, tinted soft rose or pink. Vigorous, large flowers, blooms freely. Absolutely tops.

PHENOMENAL—Double plum purple, sepals bright scarlet. Finest for garden display.

PINK BALLOON—Double fluffy corolla white, sepals rose. Blooms freely, very large flowers.

PINK PEARL—Double pink, sepals light pink. Good standard variety.

RADIANCE—Semi-double corolla varies, tyrian rose to red, sepals pink. Masses of bloom—stands heat.

REITER'S GIANT—Double petunia purple, carmine sepals. Free flowering for such a very large flower.

ROSE OF DENMARK—Single lustrous rose pink, recurved sepals white. Medium sized flowers, blooms freely. One of the loveliest. **20c.**

ROYAL PURPLE—Semi-double intense velvety purple, sepals bright red. Free flowering, fine for pots.

RUBEO—1947 introduction. Double corolla rose to crimson and geranium lake, sepals pale carmine. Large flowers, good color and substance. **17½c.**

SAN MATEO—Large informal double of deepest violet, splashed fuchsia pink, sepals rosy red. One of the few red-and-purples good for hanging pots. **20c.**

SEVENTEEN—1947 introduction. Double corolla and long, thick sepals rose madder. Wonderful substance, clear rose shade, free blooming. Victor Reiter's 1947 masterpiece—one of the finest fuchsias ever introduced. Be sure to feature Seventeen in 1948—it sells itself. **20c.**

SOUVENIR DE H. HENKEL—Short single orange-pink corolla, long tube and short sepals deep pink. Handsome reddish foliage, flowers in clusters, stands sun. **17½c.**

STARGAZER—Single near-white to rosy purple, sepals flesh pink. Masses of more or less upright flowers. Stands hot weather.

SUNRAY—Leaves silvery white, green, cream and yellow, new leaves and stems of colorful rosy hue. Beautiful foliage effect. **17½c.**

SUNSET—Single flat corolla salmon, shaded orange, sepals salmon. Strong bushy grower, distinct coloring.

TITANIC—Double deep purple, carmine at base, sepals red. Upright, free blooming for such a large flower. Highly recommended.

TREASURE—Double, spreading corolla soft lilac blue, pink sepals. Upright bushy grower, free flowering. A top variety—sells readily. **20c.**

TRIUMPHANT—Semi-double spreading corolla amethyst violet, sepals red. Tall, strong grower, floriferous. Showy variety. **17½c.**

TRUMPETER—Short single corolla orange red, very long thick tube and short sepals pink. Good grower, free blooming. Will stand sun.

UNCLE JULES—1947 introduction. Double violet blue, sepals crimson. Willowy growth. Giant double of fine "blue" coloring. **17½c.**

WHITEMOST—Single white, sepals light pink. Strong grower, large flowers, very free blooming. Easy to grow—one of the finest fuchsias.

WHITE WONDER—Double corolla white, broad sepals crimson. Strong upright growth. A Gypsy Queen sport with very large flowers. Top red-and-white.

WINSTON CHURCHILL—Double magenta pink, shaded blue, sepals red. Medium bushy, good sized flowers, very free flowering. Hard to beat in any way—excellent for pots.

WOOD VIOLET (Schmidt)—Double violet blue, sepals dark red. Medium bushy grower, medium sized flowers, free blooming. We're not pushing it, but since it's our own we'd like you to try a few plants.

OTHER GOOD FUCHSIAS AVAILABLE AT 15c EACH, EXCEPT WHERE OTHERWISE NOTED:

Abundance, America, Anita, Cardinal, Claret Cup, Collingwood, Conchilla, Coralle, Diadem, Electra, Erecta, Forget-Me-Not, Formosissima, Fritz Kreisler; Frosty (1947), **17½c.**; G. Bonstedt, Glendale, Grenadier, Hallowe'en, Lustre Improved, Mad. Aubin, Mary C. Ware; Mazda (1947) **17½c.**; Mephisto, Minuet, Mona Lisa; Otherfellow **17½c.**; Pink Perfection (1947) **17½c.**; Portola (1947) **17½c.**; Prima Donna, Richard Diener, Rosana, Rosemarye, Sacramento, Storm King, Sunburst, Symphony, Thomasina; T. Bonstedt **17½c.**; Utopia, Victory, Virginia Bruce, White Beauty, White Pearl; Wonderblue **25c.** and others.

HANGING POT OR TRAILING FUCHSIAS

AUTUMNALE—Highly colored foliage of bronze, orange, yellow and green. Grow in sunnier location, pinch back frequently. **17½c.**

BEAUTY OF TROWBRIDGE—Single deep rose pink, sepals and long tube waxy white. Great favorite.

BUBBLE HANGER—Single corolla flesh to rose madder, broad sepals light apricot pink. Good grower, fine foliage. Does well in warmer sections. **17½c.**

BUTTERFLY—Large single flaring corolla rose to crimson, recurved sepals light red. Outstanding among the reds. **17½c.**

CASCADE—Single deep carmine, long sepals white, flushed pale carmine. Strong grower, good foliage, large flowers. Universally popular.

FALLING STARS—Single, deep orange carmine, tube and sepals salmon. Strong grower, better than "Morning Mist."

GALLI-CURCI—Single violet pink, sepals shell to rose pink. Vigorous, spreading habit, profuse and long bloomer.

GIANT CASCADE—Between Cascade and Hallowe'en in size and color. Very fine large-flowered trailer. Highly recommended.

INCA MAIDEN (Schmidt)—Single violet blue, long narrow reflexed sepals rose pink. Strong grower, noted for perpetual bloom. A hardy trailer.

MARINKA—Single crimson, red sepals. Reddish stems and leaves. Easy to grow and very popular.

MOLESWORTH—Double white, sepals scarlet. Large flower—the finest double red-and-white for hanging pots.

MRS. RUNDLE—Single light orange, long tube and sepals pale salmon. Strong growth, fine foliage. Beautifully shaped flower.

MRS. VICTOR REITER—Single crimson, long tube and long narrow sepals white. Tops in color contrast and grace of flower.

MURIEL—Long single rosy lilac corolla, red sepals. Vigorous, blooms freely.

PINK BALLET GIRL (Nonpareil)—Semi-double rosy violet-blue, sepals white, flushed pink. Fine grower, good foliage, floriferous. Easy to grow.

RED SPIDER—Color much like Butterfly, but slight violet undertone. Good trailing habit, stands warmer climate. Sheets of flowers with long spreading sepals. **17½c.**

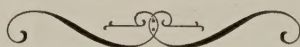
SAN FRANCISCO—Single geranium lake, thick tube and long sepals pale carmine. Strong grower. A very fine orange variety.

TERRACOTTA—Single, distinctive deep red; red sepals are terracotta red inside. Vigorous, fine foliage, floriferous. **17½c.**

THE DOCTOR—Single deep salmon pink, long tube and sepals light salmon. Strong grower, large flowers, free blooming.

OTHER FUCHSIAS USEFUL FOR HANGING POTS

Described or listed and priced on preceding pages, the following varieties have been grown successfully in hanging pots: Abundance, America, Anna, Aurora Superba, Beauty of Exeter, Black Pearl, Claret Cup, Claire de Lune, Elsa, Flirtation, Formosissima, Gardena, Gay Senorita, Hallowe'en, Henri Poincare, Joan of Arc, Pastel, Pink Perfection, Prima Donna, San Mateo, Seventeen, Trumpeter, Uncle Jules, Utopia and Victory.



UNUSUAL GERANIUM . . . the new pure white NOEL

For many years we have specialized in the better varieties, as well as in the odd and unusual forms of the common Garden or Zonal Geranium.

Among the odd varieties is a class called Cactus-Flowered. Two colors are available in the trade, the well-known red Poinsettia and the Pink Poinsettia. Now for the first time the new pure white Noel is offered. Illustrated on the Back Cover. Stock is **very limited**—we are the **only** source for Noel.

NOEL—Seedling, originated by Mrs. Harvey L. Smith. In growth it has stronger stems, better foliage, and more branching habit than the red Poinsettia. Free blooming—even plants in small pots will bloom. Grow it much as you would zonal geraniums.

WHOLESALE PRICES OF NOEL, strong 2½" pot plants

Less than 5 plants.....	each \$1.50	5 plants or more.....	each 1.20
10 or more plants.....	each \$1.00		

Retail price for Noel in 1948 will be \$1.50 each, 2½" pots. We are offering this limited stock not strictly at wholesale, but rather for propagating purposes. No propagating restrictions of any kind.

Noel will be a great novelty pot-plant item for some years. Be sure you are among the first to have it—your geranium-fan customers will buy them as fast as you can raise them.

FANCY-LEAVED GERANIUM "MISS BURDETT COUTTS"

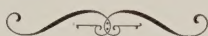
Among the choice Variegated or Fancy-Leaved Geraniums are Golden Tricolors (such as Mrs. Pollock, Mrs. Cox) and Silver Tricolors, such as Miss Burdett Coutts.

This is the first time, as far as we know, that stock of Miss Burdett Coutts has been offered at wholesale in the West.

Makes a great novelty pot plant with its leaves of two-toned green center encircled by a colorful irregular band of ripe olive, red and green, in sectional splashes, all of this surrounded by a creamy yellow or white gold border. Low, bushy growth. The finest Silver Tricolor and one of the most outstanding of all Fancy-Leaved Geraniums.

WHOLESALE PRICE of Miss Burdett Coutts, 2½" pot plants:

Less than 5 plants.....	each \$1.00	10 or more plants.....	each \$.65
5 or more plants.....	each .80	25 or more plants.....	each .50



PLEASE READ CAREFULLY BEFORE ORDERING

Orders for all stock offered in this Wholesale Catalogue are being booked now. All orders are promptly confirmed.

You may pay at delivery time or make other arrangements.

All prices F.O.B. Palo Alto. Shipped by railway express unless otherwise specified. There is no charge for packing material and no handling charge.

We are not responsible for the safe arrival of plants after they have been accepted in good order by the carrier. CLAIMS FOR DAMAGE IN TRANSIT (frozen plants, etc.) SHOULD BE FILED WITH THE CARRIER ON DELIVERY.

Orders will be shipped when plants are ready and, depending on the stock, that will be in late winter or early spring. However, please indicate on your order when you would like to have the plants and we will let you know at once what we can do.

Although we have added to our growing facilities and will raise more plants, stock will be very short again for 1948. We base this on the fact that we have already booked more and larger repeat orders from regular accounts—earlier this year—than ever before.

We suggest you order as soon as possible. Orders will be filled in rotation as per dates received. Late orders will have to wait their turn.

We do not sell rooted or unrooted cuttings, but only well-grown and established plants in pots.



New pure white NOEL — See page 11

SCHMIDT NURSERY

308 Chestnut Avenue

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Palo Alto, California

Phone Palo Alto 2-4501

Wm. E. Schmidt, originator and grower, member of the American Fuchsia Society, California Horticultural Society, California Association of Nurserymen, and the American Association of Nurserymen.

We are a Pinto Tag Nursery